



Mark Young  
NY Metro Region

July 15, 1997

To: All Managers in NYM

Subject: Meeting Notes / Mid-Year Meeting in Atlantic City

Dear Managers,

Just as a recap from the many things that we discussed last week, I've listed a few of my notes and comments below:

Winston "No Bull" Introduction:

\* Managers "On The Street In August" .... use the schedule handout from AC.  
DM/RM: 5 days on the street wk #1 ..... 4 days a week after that point.  
KAM/AM: 2 days on the street wk #1 ..... 1 day a week/ next 3 weeks (min)  
RSM/RBM/ROM/Guaneri .... Maximum days possible ... will schedule.  
Work FULL DAYS ..... no exceptions!

\* Winston Select Brand Styles: Do not pick up old graphics due to the minimal package change ..... use normal shelf life, however we will use deep discounting.

\* Strive to place a Stick to Stick changemat in every store .... get the message across to consumers.

\* Utilize Winston Temporary displays whenever possible to display the old graphics with the deep (\$.40) discount.

\* Winston will be Added to Grid in C/Gas August 1st .... Jersey City, Yonkers, Manhattan, Brooklyn, North Jersey and Queens.

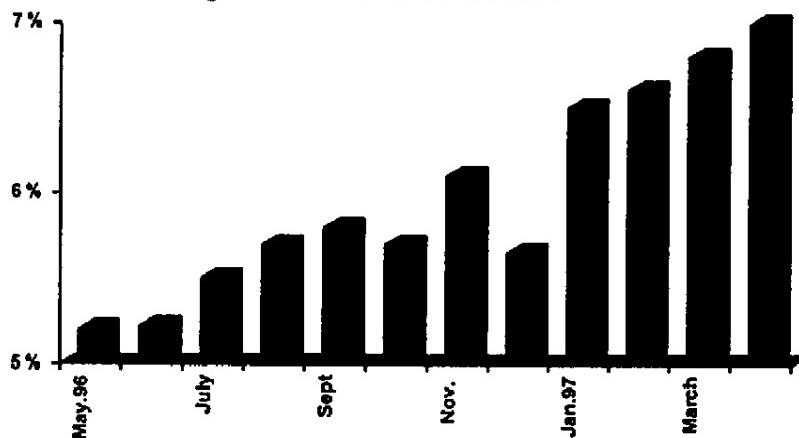
\* PM Exclusive / Lockout Calls ..... sell a Temporary Winston display ... no discount!

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\* Test Market Largest Gains are coming in C/Gas .... work them good .... all box styles!

### South Florida Test Market

#### Region C/Gas Results / Winston



\* We Must Penetrate all Calls ..... this can only be accomplished with a strong call count.

\* Minimize ALL Winston "old graphics" Returns ..... Objective is NONE!

\* Winston DPC program for No Bull

..... since we never reach closure on this topic .... each KAM/AM should develop a program that in their opinion will work well in their accounts .... and go for it (keep the region informed).

\* Box Distribution ... Company Objective: Everyone knows where the distribution currently is in each division. This is a primary objective and will be monitored up and down the line. Yes, you will be judged with this measurement in your division, retail operation, your direct accounts / sub-jobbers and your accountable chains. We want Winston Box styles approved and available for sell in ALL calls.

\* Winston old graphics in Supermarkets (not on grid): Retail Rep's shouldn't hesitate to coupon old Winston graphics in any supermarket (except PMX) .... primarily where the product is visible to consumers (SS carton fixtures and visible NSS set-ups). Always place a sign for the customers to see the special discounted price.

\* We must teach our Sales people how to do the "BIG NATIONAL INTRODUCTION".  
Many of the newer employee's don't understand how to work a new brand completely through the marketplace .... in a big way! All Managers must be with the Sales and Retail Representatives to demonstrate!

- Legislated NSS Pack Contract:
  - \* Use the new contract .... must be on the sales counter or does not qualify!
  - \* Lock-In the Required Advertising .... this contract and ALL CONTRACTS!
- Where PM is out .... clean up all their advertising
- Where Salem is NOT on Grid .... consider working an \$.80 off 2 packs promotion utilizing the 2 pack sleeves or the continuity cards .... ask Rory if you need stuff.
- We do not discount Red Kamel.
- Doral in Supermarkets .... our biggest doral outlets: Don't forget to discount doral if competition is active ... Basic / GPC.
- Moonlight brands that are selling .... don't forget to take a look at the distribution and stock levels during the Winston launch (especially planet menthol) .... they are helping our full price region share.
- Productivity Standards .... On Going!
  - \* Call Count for Sales Representatives ..... 9+ calls per day.
  - \* Call Count for Territory Representatives ..... 11 to 12 calls per day  
.... evaluate monthly calls .... we do not build monthly TR assignments!
  - \* Call Count for Retail Representatives ..... 8 1/2 calls per day
  - \* DM Street Time Objective: the company objective is 4 days on the street.  
.... TA, AA, w/w SR, w/w TR, w/w RM and most importantly w/w RR!
  - \* RM Street Time Objective: the company objective is 4 days on the street.  
.... TA, AA, w/w RR, w/w DM, w/w SR.

As an ending note, I personally want to thank everyone for your involvement and participation in this meeting. I have to admit, all presentations were good and well thought out .... with a few that proved to be exceptional! It now appears that even this region can evolve into a true team in terms of the way that everybody approaches this unique marketplace. This was shown in all the individual Sales/Retail workplans that were presented. It's amazing, it looks like we're all now moving in the same focused direction! With this level of "focus and true teamwork", No Bull has to be a success in this region!

A "Well Done" to everybody!

*Mark Young*

cc: Dave Wilmesher (as info)